



Press Release

Toms River Business Improvement District
218 Main St., Toms River NJ 08753

For Immediate Release
May 5, 2014

Media Contact: Jody Alessandrine or Kim Dippolito
Tel : (732) 341-8738

25th Annual New Jersey Chili & Salsa Cook-off, Presented by Circle Hyundai of Shrewsbury is Less than 2 Weeks Away

TOMS RIVER, NJ – Plans for the 25th Annual New Jersey Chili & Salsa Cook-off, Presented by Circle Hyundai of Shrewsbury and Downtown Toms River are in take place for Saturday, May 17th. The event is from 11 a.m. to 5 p.m. on Washington St. in Downtown Toms River.

While attendance to the event and parking is free, Chili & Salsa Tasting Kits are affordably priced at just \$7 the day of the event, and \$6 in advance. (For further information, visit downtowntomsriver.com). The kits are available until about 3:30 p.m. the day of the festival.

Washington St. will be lined with a smorgasbord of chili and salsa cooks, as well as a variety of food vendors and merchants. This will be the Silver Anniversary of the event, which predates the Toms River Business Development Corporation (TRBDC), the festival's producer since 2002.

The TRBDC administers the state-legislated, municipally-ordained Toms River Business Improvement District (aka Downtown Toms River). It produces most of the special events in the Downtown. In addition to Chili, included are: the New Jersey Ice Cream Festival, Cruisin' Downtown, the Downtown Toms River Farmers' Market, The HarvestArts Festival, and the Downtown Toms River Christmas Tree Lighting. Several corporations, organizations, and utility companies serve as annual partnering sponsors for these events. Circle Hyundai is a partnering sponsor for all other events, as well.

TRBDC Executive Director, Jody Alessandrine, said Circle Hyundai's support, as well as the other partnering sponsors, is greatly valued. "The fact that Circle Hyundai has taken the title role for the second consecutive year-- the 25th Annual Chili & Salsa Cook-off, enables us to make such a special occasion even more special to the thousands that will flock to Downtown Toms River on May 17th," he said. Alessandrine added that "sharp" commemorative 25th Annual Chili & Salsa Cook-off Tee-shirts will be on sale for event attendees. A grant from the New Jersey Department of State, Division of Travel and Tourism has helped the TRBDC purchase more in cable TV and radio advertising.

The cook-off involves two competitions—the International Chili Society (ICS) and the People's Choice. The ICS judges three separate categories—red chili, chili verde, and salsa. Former ICS Champions are ISC judges. The winner each year qualifies to represent New Jersey at the ISC World Competition in October each year. The People's Choice winners are selected by the attendees who purchase tasting kits, and sample the variety of chili and salsa contestants' recipes, from all sections of the East Coast.

###